



2014 PARTNERSHIP
PRESENTATION:



U B E R

CELEBRATING **5** YEARS



SPONSORSHIP DIRECTORY Overview

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*Gala Event on
the VIP Berm*

About SONOMA HORSE PARK

- Located just 25 miles north of San Francisco and nestled amongst the famed vineyards of Southern Sonoma County, Sonoma Horse Park produces seven world-class horse shows every year
- Ideal venue and location to reach an upscale audience; the majority of which are company owners and corporate executives, their spouses and children. Sonoma Horse Park's clientele possess significant disposable income and travel extensively for business, pleasure and showing horses
- In 2013, Sonoma Horse Park welcomed Gucci as the presenting sponsor of Giant Steps Charity Classic, marking Gucci's first ever title sponsorship of an American sporting event
- In 2013, five of seven horse shows were completely sold out. Due to the overwhelming demand, Sonoma Horse Park will be expanding the facility to accommodate upwards of 800 horses per show for the 2014 season
- Attracts "A circuit" competitors from all over the Western United States, Canada and Mexico



SETTING the STANDARD

Sonoma Horse Park has set a new standard of luxury in American Show Jumping

Key Success Factors

- Meticulously designed with oversized arenas and world class footing; caters to the most discerning equestrians
- Unrivalled spectator experience and amenities have become the talk of the Show Jumping Industry nationwide
- Ideally located in a destination that is world-renowned for its fantastic wine and food
- VIP cuisine is prepared by the award-winning Preferred Sonoma Catering
- Renowned wineries pour daily for all in attendance
- Offers a luxurious environment to network with clients, market brands, mingle with business leaders, taste makers and politicians
- Complementary concierge service arranges dinner reservations, spa appointments and wine tours for all in attendance
- Welcomes entertainers, DJs, onsite masseuses, manicurists and food vendors such as wood-burning pizzas made to order, sushi trucks and gourmet specialty foods to bring a variety of local flavor to the experience
- First-class event management
- Ongoing national and regional mainstream and equine press coverage

Key Figures:

- \$600,000 in prize money
- 25,000 visitors annually; 5,000 VIP. Full public access to competition & warm-up arenas and vendor area
- Upwards of 800 horses per horse show
- Fastest growing horse show in America: overall attendance increased by 30% from year to year

U.S. EQUINE INDUSTRY & SHOW JUMPING

U.S. Equine Industry's Impact on GDP

- **Total equine industry produces** \$112 billion impact on GDP & includes: 7.1 million participants – 6.9 million horses
- **Showing segment produces** \$35 billion impact on GDP and includes: 3.6 million participants – 2 million horses

The Value of Show Jumping

This is a sport where corporations can capture their target audience as well as the younger participants. Show jumping is audience engaging, high profile and fast-paced. It reaches an affluent, upwardly mobile market niche: their income, education, profession and age, makes them an ideal target group for corporations seeking an upscale market.

Current involvement of Fortune 500 and blue-chip companies demonstrates the ability of show jumping sponsorships to deliver results. These companies have found that repeated, highly visible impressions of their trademark in this affluent environment establishes priceless product identity and consumer loyalty.

- Estimated consumer expenditures by US Equestrian Federation membership each year: \$2 billion
- Average value of horse: \$125,000; range: \$30,000 to over \$2 million
- Average annual cost to maintain and show a horse: \$75,000
- Olympic sport requiring extraordinary athleticism with jumps approaching 6 feet in height; male and female athletes compete equally



DEMOGRAPHICS of SHOW ATTENDEES

U.S. Show Jumping Demographics*

Both show jumping participants and spectators are members of a highly influential group. Their income, education, profession and age, make them an ideal target group for corporations seeking an upscale market.

- Well educated, ample disposable income with the time to use it in pursuit of their passions
- Factors such as age and profession, make for a perfect target audience for the upscale market
- Indicates the buying power and influence held by horse sport enthusiasts:
 - 85% women; 63% married
 - Majority are between 34–54 years of age; with ages ranging from 6–70
 - 40% report an individual income in excess of \$350,000 per year
 - 80% make or directly influence purchasing decisions at work
 - 63% have traded stocks, bonds or mutual funds in the last year
 - 81% own their primary residence outright
 - 22% own two or more homes
 - 63% travel on airlines more than 16 times per year
 - On average, spend 30 nights per year in a hotel and rent a vehicle four times per year
 - On average own two or more horses; 25% own five or more
 - 94% own a pet besides a horse or pony
 - 97.3% hold more than one credit card account

* Source: USEF



The Color Guard on the levy above the Grand Prix Arena

WHY SPONSOR Sonoma Horse Park

- Association with one of the **most prestigious** show jumping competitions in the country
- **Gain exposure** with an important market group: Sonoma Horse Park attracts business leaders, socialites, politicians, horse enthusiasts and competitors alike from all over the West Coast, Canada and Mexico
- Allows sponsor to reach an **extremely targeted, niche market of affluent consumers**, thereby producing a larger return on their sponsorship. Additionally, the affluent consumer is much more receptive to advertising while at play than while at work
- **Relationship enhancement:** On-site facilities for personal contact with clients, business associates, investors and employees
- Unique opportunity to **network and entertain clients** in a luxurious VIP setting with exceptional sporting competition, fine dining, shopping and entertainment
- Direct financial benefit: **Generation of revenue through promotions.** Sponsors are able to utilize Sonoma Horse Park and its related events as a vehicle for promotional and advertising activity
- **National and regional** mainstream and equine press coverage
- Provides ongoing **marketing and brand exposure** to Sonoma Horse Park's affluent clientele





Sonoma Horse Park 2014 EVENT SUMMARY

SHP Spring Classic (A)

May 7-11, 2014

HMI Equestrian Challenge (A)

May 14-18, 2014

HMI June Classic (A)

June 11-15, 2014

HMI Equestrian Classic I (AA)

July 22-27, 2014

Giant Steps Charity Classic (A)

July 29-August 3, 2014

Strides & Tides (A)

September 10-14, 2014

SHP Season Finale (AA)

September 17-21, 2014

2013 Official SPONSORS



Title Sponsors

Wells Fargo Private Bank
Gucci

Diamond Sponsors

Barclays	Italian Equestrian	Shaklee
Circle Oak Equine	Martin Collins	SSG Gloves
Central Valley Commodities	Nutrena	Tesla
Equine Insurance	Rombauer Vineyards	Voltaire Design

Platinum Sponsors

Animo	Equuleus Designs	Paddock Cakes
Classic Equine Equipment	Finish Line	Schockemöhle Sports
DC Building	Grand Meadows	Silverhome Sporthorse
Equestrian Life	L.A. Saddlery	Wild Turkey Farm

Gold Sponsors

Burgundy Farms	Hey & Hey Law Firm	ProEquest
Chestnut Hill	Hint Water	Rainbow Equus Meadows
EOUS by Equisupplies	Horse Quencher	Signature Spurs
Equifit	Ice Horse	VitaFloor
Equitex	KMC Farm	Wright Horse Sales



SPONSORSHIP Opportunities

Branding & Marketing Opportunities

- Official category designation
- Title sponsorship of a competition and/or 2014 overall champion award(s)
- Advertising in each of the 3 official programs
- Logo associated with SHP promotion and communication
- Vendor display in premium location throughout the 2014 season
- Product placement; sponsor products and/or promotional material displayed and distributed
- Onsite signage – All competition arenas & VIP
- Custom branded jump displayed throughout the 2014 season
- Exhibitor parties & events where products and services can be introduced
- Logo shown on Grand Prix Arena's LED scoreboard several times per day throughout the 2014 season
- Daily public address announcements
- Logo and link on www.SonomaHorsePark.com
- Hospitality, VIP seating & parking

Event Marketing

- Highly effective way for sponsors to integrate their products and services into the lifestyle of an affluent consumer who participates in the sport
- Unique opportunity to deliver sponsor's message to an upscale audience, as well as entertain clients during the competitions

** The opportunities listed above can be adapted to fit sponsor's communication, hospitality and visibility preferences*



RESIDENCE LOCATION of SHP Competitors

Located 25 miles north of San Francisco on the border of Sonoma & Marin Counties, Sonoma Horse Park attracts competitors from throughout California, as well as Arizona, Oregon, Washington, Nevada, Utah, Colorado, Canada and Mexico. Upwards of 800 horses compete at each show. Below is a breakdown of our competitors' primary residence locations.

58% Bay Area Residents

83% California

58% Bay Area Residents

- **17% Peninsula/South Bay**

- 9% San Mateo County
- 8% Santa Clara County

- **16% North Bay**

- 8% Marin County
- 5.5% Sonoma County
- 2% Napa County
- .5% Solano County

- **14% San Francisco**

- **11% East Bay**

- 6% Alameda County
- 5% Contra Costa County

25% California (Non-Bay Area)

- **17.5% Southern California**

- 6.5% Los Angeles County
- 3.5% Orange County
- 3.5% San Diego County
- 2% Santa Barbara County
- 1% Ventura County
- 1% Riverside County

- **7.5% Northern California (Non-Bay Area)**

- 5% Sacramento Metropolitan Area
- 1.5% Monterey Bay Area
- 1% Metropolitan Fresno

42% Non-Bay Area Residents

12% Out of State / 5% International

- **3% Washington**

- 3% Seattle Metropolitan Area

- **2.5% Oregon**

- 2% Portland Metropolitan Area
- .5% Deschutes County (Bend)

- **2% Arizona**

- 2% Phoenix Metropolitan Area

- **2% Nevada**

- 1% Reno-Sparks Metropolitan Area
- 1% Las Vegas Metropolitan Area

- **2% Colorado**

- 1.5% Denver Metropolitan Area
- .5% Colorado Springs Metropolitan Area

- **.5% Utah**

- .5% Salt Lake Metropolitan Area

5% International

- **3.5% Canada**

- 2% Metro Vancouver, BC
- 1.5% Calgary, AL

- **1.5% Mexico**

- 1% Mexico City
- .5% Guadalajara

SPONSORSHIP Proposal: U B E R

Direct Revenue

- Sonoma Horse Park will purchase a minimum of 200 \$20 Uber Gift Cards at a discounted price of \$15 per card. The gift cards will be awarded throughout the 2014 show season to competition winners. Each gift card will have a promotion code that will credit each winner's Uber account \$20

Visibility On Site

- Up to 12 banner signage; 2 displayed in each competition arena throughout the 2014 show season (*banners are 3' x 8'*)
- 1 Custom branded jump featured in the Grand Prix Arena throughout the 2014 show season
- Logo shown on Grand Prix Arena's LED scoreboard several times per day throughout the 2014 season

Marketing / Advertising

- 1 A4 advertisement in the 3 invitational booklets of the 2014 season. Booklets include all pertinent information about the upcoming shows and are sent to approximately 5,000 competitors, trainers and owners living throughout the Western United States, Canada and Mexico
- Email newsletter sent to an active list of horse show competitors, owners, trainers and sponsors (*approximately*

6,000 email addresses) to announce Uber as a Diamond Sponsor of the 2014 show season. We will include any additional information in the newsletter that Uber would like to promote

- Press release sent to both National and Regional mainstream and equine publications and websites. We will include any additional information in the press release that Uber would like to promote
- All marketing materials provided by Uber displayed in the horse show office and at VIP registration throughout the 2014 season
- "Diamond Sponsor" website listing with Uber's link and logo on www.sonomahorsepark.com
- Daily public address announcements throughout each horse show of the 2014 season
- Monthly Facebook promotion on Sonoma Horse Park's page through October 2014

Hospitality

- VIP tickets for all Uber representatives and guests at all horse shows in the 2014 season
- One VIP Parking Pass at all horse shows in the 2014 season

Example of COMMUNICATION & BRANDING: U B E R



Arena Signage

Up to 12 signs displayed in all 6 competition arenas throughout the 2014 season.

Dimensions: 3' x 8' – Cost Per Sign: \$150



Gift Card

200 \$20 gift cards awarded to competition winners throughout the 2014 season. SHP to purchase at \$15 per card. Uber to provide gift cards & envelopes



Custom Jump

Jump featured in Grand Prix Arena throughout the 2014 season

Dimensions: Pillar Standards 6'2" x 2'5" x 2'5" - Panel 12' x 2'6" - Rails 12' x 5"

Approximate Jump Cost: \$3,000

PRESS Coverage

San Francisco Chronicle
Women's Wear Daily
(WWD)
Haute Living Magazine
C Magazine
Nob Hill Gazette
San Francisco Magazine
ModernLuxury.com
SFgate.com
SFluxe.com
GEV Magazine
Chronicle of the Horse
Practical Horseman
Horse & Style Magazine
Press Democrat

SFwire.com
EquestrianLife.com
ProEquest.com
Marin Independent Journal
Equestrian Lifestyle Magazine
Sidelines Magazine
Riding Magazine
Exquise Magazine
PhelpsSports.com
Ijump Sports
CSocialFront.com
Northbay Biz Magazine
Napa Sonoma Magazine
7x7 Magazine



Each benefited the programs at Giant Steps Therapeutic Equestrian Center.
"I'm so happy to be here to see these wonderful and fearless riders jumping so well," said Hannah Selleck, a Grand Prix champion rider and champion horse breeder based in Southern California. Selleck showed several of her horses at the Gucci Masters equestrian competition last year in Paris, and spends the year competing on the top international equestrian circuits.
Vanessa Guffy drove up from San Francisco and made one of her rare appearances for the summer.
"We've been with family in the south of France, and in



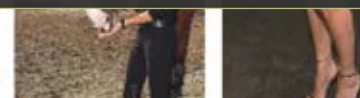
Please visit us online at SonomaHorsePark.com and peruse our 'Press Section'

www.gucci.com

CALIFORNIA champion riders Hope Glynn, Kaseem Bonhoeffer, Ashley Bond and Eve John (daughter of the late Apple Inc. founder) were among the chic equestriennes at Barellays' Six-Bar & Gala

Charity Classic, which showcased top regional and national equestrians from across the country from July 31 to Aug. 4. The two title events of the weekend — the Barellays' Six-Bar & Gala on

Therapeutic Equestrian Center offers equestrian therapy to children and adults and also serves veterans living with post-traumatic stress disorder. Guests applauding the riders included Gina Pitt.



TESTIMONIALS

*John McGraw & Deana Bergquist,
Co-Founders, EquestrianLife.com*

"Ashley Herman is setting a new standard for what horse shows should be in the United States. She works tirelessly to raise the bar and bring a new level of excellence for competitors, spectators and vendors alike. Having worked with executives in the horse industry throughout the United States and Europe, it is clear that Ashley has a vision to recreate horse shows in the United States in a way that one experiences today only in Europe or very special events in the U.S. such as the Kentucky Derby or the Veuve Clicquot Polo Classic. In a very short amount of time, she has established herself as the one to watch for innovation in U.S. show jumping events. From the beautiful live music to the spectacular, award winning wines from Sonoma Valley, California in the VIP tent, she is redefining what horse shows in the U.S. are all about. We are honored to be partnered with such a dynamic leader and support Ashley in every way to realizing her vision and a new standard for U.S. show jumping events."

Alex Witherill, Managing Director, Barclays

"Barclays is a proud sponsor of Sonoma Horse Park. I am not an equestrian, however, several of my clients compete regularly at Sonoma Horse Park. My experience working with Ashley Herman and her team has been wonderful; they are very professional and Ashley's background working in the corporate world has given her an in-depth understanding of the importance of client service and brand integrity. The food and wine are exceptional and the VIP offers a unique atmosphere to entertain clients and enjoy exciting competition."

*Will Simpson, Team Gold Medalist,
2008 Beijing Olympic Games*

"I came to Sonoma Horse Park for the first time in 2012 after hearing rave reviews for a couple of years. Sonoma Horse Park far surpassed my already high expectations. The Horse Park is world-class, the organization and staff are top notch and the VIP is pure luxury. My clients and I look forward to coming back in 2014."

Hannah Selleck, Equestrian

"Sonoma Horse Park is my favorite show series on the West Coast. The facility is beautiful, there are fun events every night, the VIP is very chic and has the best food of any horse show in the country."

*Mark Cavalier, Senior Vice President,
Wells Fargo Private Bank*

"I was first introduced to Sonoma Horse Park because my daughters began competing there its inaugural season. As the father of two avid equestrians, I travel to horse shows all over the country and I was so impressed by the organization, the scenic grounds and the overall quality of the experience that I saw the undeniable value for Wells Fargo to become a "Diamond Level" sponsor. In just three years, Sonoma Horse Park has established itself as the leading and most innovative show series on the West Coast. Ashley Herman's personal commitment to the equestrian sport and her driving enthusiasm to constantly look for ways to improve the horse show experience is evident in every detail. Additionally, from a sponsorship perspective, Sonoma Horse Park has set itself apart from virtually every other horse show. Each year, the marketing plan is tailored to maximize Wells Fargo's specific objectives, and then executed with the utmost professionalism and attention to detail."

CONTACT

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